

## **PUBLIC RELATIONS**

Goals:

1. To develop a reputation for excellent service so that satisfied patrons are our best advertisement. No publicity has much meaning if it is not backed up with excellent service.
2. To encourage use of the library by scheduling special events and programs and preparing topical bibliographies and brochures.
3. To inform the public of library activities and services through the regular use of the media.
4. To obtain community support for library development.
5. To develop closer relationships with the school district, adult education agencies, study groups, and all civic and service organizations of the community.
6. To encourage participation by the staff in community activities.
7. To maintain an active public relations training program with library staff.
8. To recognize and utilize the part played by "Friends of the Library" in creating positive public relations.

Adopted 4/12/78

Revised 9/10/03

Board of Trustees, Baldwinsville Public Library