

Section 3.13

Public Relations Policy

In recognition of the GAPL's responsibility to maintain continuing communication with present and potential users of the library's services and resources so as to assure effective and maximum usage by all citizens, the objectives of the GAPL public relations program are:

- To promote community awareness of library resources and services;
- To stimulate public interest in and usage of the library;
- To develop public understanding and support of the library and its role within the Community.

The following means may be used to accomplish these objectives:

1. The Library Director shall have the responsibility for coordinating public relations and public information activities. All publicity about the GAPL shall originate within the Library.
2. Surveys of the community shall be made as needed, to develop the library's long-range plan to assure responsiveness to the interests and needs of all citizens.
3. Personal and informational group contacts shall be maintained with government officials, service clubs, civic organizations and other community groups by the Greenville Public Library staff and Board members.
4. Local media shall be utilized to keep the public aware of and informed about the resources and services of the Greenville Public Library.
5. Newsletters, brochures, and other promotional materials shall be produced and distributed through regular mailings and other effective methods of reaching the public.
6. The Greenville Public Library may sponsor programs, classes, exhibits and other library-centered activities to fulfill the needs of the community for educational, cultural, informational or recreational opportunities.
7. 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.
8. In an emergency situation, the Library Director is responsible for all official statements to the public and media; in the absence of the director, statements will be made by his/her designee who has been placed in charge of the library.
9. In the event that the library has to close due to an emergency situation, the individuals in charge will notify the media.