

Policy: 400.1
Subject: Public Relations Policy
Reviewed: 04/05/2010
Approved: 01/25/2005
Revised:

1. The Milford Public Library wishes to ensure that the public receives consistent and accurate information about library policy, procedures, programs and services.
2. The Board of Trustees urges every staff member to realize that he or she represents the library in every public contact.
3. Recognizing that public relations involves every person connected with the library, staff members shall be trained to give courteous and efficient service to library patrons.
4. Contacts to the media initiated by the library will be done by the person or persons in charge of the specific program, service or policy being addressed.
5. Contacts initiated by the media should be directed to the Library Director, or to the appropriate Department Head.
6. Speaking engagements will be scheduled as requested and as staffing levels allow.
7. Promotional materials will be the responsibility of the Department sponsoring the activity, subject to Library Director approval, and will follow standard guidelines for use of copyright-free art and quality design.
8. In the event of an emergency, official statements to the public and the media will be made by the Library Director, his/her designee, or a Department Head placed in charge of the library.