

2.6 PUBLICITY & MEDIA RELATIONS

The library cannot succeed in its objective of serving the community without an alert, continuous, planned presentation of its materials, services, and programs. The promotional role will not be played passively but will consist of library-sponsored creative publicity to promote understanding of the library's objectives and services by governing officials, by civic leaders and by the general public.

The plans developed by the library staff will be used to present and maintain a positive image of the library to the public.

I. Publicity

Publicity may include the following:

- Widest possible dissemination of information about books, magazines, newspapers, recordings and other available materials.
- Descriptions of the range of facilities, services, and programs relating to the needs of the community.
- Acquainting the public with the physical location of service points, hours of service, conveniences, etc.
- Background information to acquaint the public with library processes, rules and policies.
- Profiles of the library staff and volunteers.
- Feature articles describing particular aspects of library service, highlights of the past and features of a commemorative nature to acquaint the community with the breadth and continuity of service over the years.
- Full utilization of all available channels of communication including newspapers, newsletters, local radio and cable stations, email broadcasts, the library's web page, and other social media sites.
- Appearance by the RIOmobile and RIOrover at community events.

All publicity material originating within the library shall be approved by the Library Director before release unless the Library Director has waived the review process in the service of a timely release.

II. Media Relations

The City of New Braunfels seeks to provide consistent, accurate, and timely information to the media while keeping city officials informed of emerging media issues. To accomplish this goal, the City has established a Communications and Community Engagement Department (CCED) to maintain a well-coordinated communication policy. As a City Department, the New Braunfels Public Library will adhere policies, guidelines and other rules established by the CCED.

- Media inquiries should be given priority and addressed accurately as soon as possible.
- Any library employee who is contacted by the media should refer the request to the Library Director or to the Communication and Community Engagement Department if the Director is unavailable.

ENDORSED

BY THE NEW BRAUNFELS PUBLIC LIBRARY ADVISORY BOARD

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By: _____ Attest: _____
Connie Born, President Gretchen Pruett, Library Director