

FAIRPORT PUBLIC LIBRARY
Public Relations: A Policy Statement

In recognition of the Library's responsibility to maintain communication with present and potential users so as to assure effective and maximum usages of services and resources by all citizens, the Board of Trustees of the Fairport Public Library adopts the following resolution as a matter of policy.

The objectives of the Fairport Public Library's public relations program are:

- To promote community awareness of library services
- To stimulate public understanding and support of the Fairport Public Library and its role in the community

The following means shall be used to accomplish these objectives:

1. An annual plan of specific goals and activities shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
2. Contacts with government officials, opinion leaders, service clubs, civic associations, and other community organizations shall be maintained by Board members and library staff.
3. Appropriate media to keep the public aware of, and informed about, the Fairport Public Library's services and resources shall be utilized.
4. Newsletters, brochures, and other promotional materials shall be produced and distributed through methods that effectively reach our diverse publics.
5. The Fairport Public Library shall sponsor programs, classes, exhibits and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the community's needs for education, cultural, informational, or recreational opportunities.
6. Training sessions, workshops and other aids to promote understanding of Public Relations/Community Relations goals and objectives and to assure courteous, efficient friendly contact with patrons, the media and the general public shall be made available to staff.
7. One staff member, under the guidance of the Library Director, shall have the responsibility for coordinating the Fairport Public Library's public relations activities, which, in a broader scope, are the responsibilities of every staff member.

Adopted June 25, 1997