

Brookfield Public Library

Public and Community Relations

Adopted: 10/7/1993

Revised: 3/28/2001, 11/19/2014

Reviewed and Approved: 6/25/2008

In recognition of the Brookfield Public Library'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 Board of Trustees of the Brookfield Public Library has adopted the following policy.

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

- To promote community awareness of library services;
- To stimulate public interest in and usage of the Library;
- To develop public understanding and support of the Library and its role in the community;
- To establish the Library's reputation as a nonpartisan, nonsectarian, unbiased meeting ground for all ideas.

The following means may be used to accomplish the foregoing 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. 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.
3. Personal and informational group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations and other community organizations by library staff and Board members.
4. Local media as well as social media outlets shall be utilized to keep the public aware of and informed about the Library's resources and services. Contact persons for the media shall be the Library Director, the Partnerships and Public Relations Librarian and the President of the Library Board.
5. Newsletters, brochures, press releases, and other promotional materials shall be produced and distributed through effective methods of reaching the public. All such material shall receive the approval of the Library Director and/or the Partnerships and Public Relations Librarian before distribution.
6. The Library may 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 educational, cultural, informational, or recreational opportunities.

The Library Director and/or the Partnerships and Public Relations Librarian shall have the responsibility for coordinating the Brookfield Public Library's public relations and public information activities.