

WAUKEE PUBLIC LIBRARY	BOARD
SECTION 6.3	APPROVED 1/87
PUBLIC SERVICE: PUBLIC RELATIONS	UPDATED 6/94 REVISED 7/02, 1/06 REVIEWED 4/08; Reviewed & Updated 06/11

Public Relations

In order to promote use and support of Library services, the Library staff will engage in an ongoing public relations effort to:

- Inform all residents and patrons of available services, programs and needs;
- Recognize roles and achievements of staff, volunteers, Friends, Foundation and Trustees;
- Involve staff, Friends and Trustees in community activities;
- Obtain citizen support for growth and development.

To these ends, positive relations with the various media covering Waukee community news will be developed. A Library news release will be published in the *Waukee Living* or similar monthly publication (as available), and articles will be submitted to local daily and weekly newspapers on a regular basis. The Library will utilize Waukee's local television channel and city and library websites to promote the library and its activities. During the school year, the Library staff will provide flyers to the Waukee Schools publicizing age-appropriate programs. Flyers will be posted in as many public places as possible to promote all programming and library events. Social media and/or other online or technological resources may also be used to provide and promote Library information.

The Library Director, staff and Trustees will attempt to visit civic organizations and offer presentations on library services and needs as appropriate. Courteous, cooperative and helpful service will be offered to all Library patrons. Programming and outreach efforts will be designed to strengthen the effectiveness of the Library in serving the community. Positive and cooperative relations with the Waukee School will be cultivated, and an attitude of cooperation and open information with all city and elected officials fostered.