

Pentwater Township Library Public Relations Policy

The public relations goals of the Pentwater Township Library (Library) are:

- To promote a good understanding of the objectives and services of the Library among governing officials, civic leaders, and the general public;
- To promote community-wide participation in the varied services offered by the Library.

The Pentwater Township Library Board (Board) recognizes that a positive public relations effort involves every person who is connected with the Library. The Board urges its own members and every staff member to realize that he or she represents the Library in every public contact. Good service supports good public relations.

Ultimate responsibility for all publications, notices, social media and the website rests with the Library Director who operates within the framework of the policies adopted by the Board. The Library Director may delegate the development of promotional materials to staff members.

Materials to be used by press, radio, or television shall be approved by the Library Director.

The Board shall establish a publications budget to cover cost of printing publications, supplies, and miscellaneous need related to the public relations efforts.

Approved on August 9, 2005

Amended by the Board of the Pentwater Township Library on 03/20/2018.