

Easton Public Library

Policy on Public Relations & The Media

The public relations goals of the Easton Public Library are to promote a good understanding by governing officials, by civic leaders, and by the general public of the Library's objectives and services and to promote active participation in the varied services offered by the Library to people of all ages.

Each Library Trustee shares with the Library director, the staff, and other board members, the responsibility of forming the public "image" of the Library. Members of the Library Board of Trustees, through their many and varied contacts in the community, serve as invaluable liaisons between the Library and the public and as advocates for the best interest of the Library. Library Trustees will keep abreast of Library policies and activities and will endeavor to relay them to the community whenever and wherever appropriate. The Library Director and staff, because of their daily contact with patrons, set the climate of the Library.

The Friends of the Easton Public Library also share in the responsibility of forming the public "image" of the Library. The activities, programs, and fundraising efforts of the Friends of the Library promote and support the Library as a vibrant asset to the community.

Public relations is a continuing cooperative effort pursued every day in order to assure public interest and support of the Library. The community will be kept informed of Library resources and activities through Library publications, local news media, e-newsletter, social media, the website, and other forms of communications.

Only staff members designated by the Director or the Board of Trustees may prepare press releases and other materials for the media. Questions by the media regarding Library programs should be referred to the person(s) in charge of said programs. All other inquiries from the media about Library policies, procedures, or issues should be referred to the Director, the Assistant Director, or the Library Board of Trustees.

The Library prohibits the solicitation of opinions through interviews or surveys by third parties inside the Library building. Exceptions may be granted by the Library Director for interviews on library-related topics.

Adopted by the Library Board of Trustees, April 1, 2024.