

# 701 Public Relations Policy

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## 701.1

Public relations involve every person who has a connection with the Library. The purpose of the Public Relations Policy is to guide efforts to keep the community informed about the Iowa City Public Library's mission, services and resources, to ensure the public receives consistent and accurate information about Library policies, procedures, programs, strategic goals, and to ensure that the best possible image of the Iowa City Public Library is presented to the public.

The Library Director is the official designated Library spokesperson, followed by the Library Public Relations Specialist. However, the Board urges its own members and every staff member to realize that they represent the Library in every public contact.

## 701.2

The objectives of the Library's Public Relations policy are:

- A. To promote awareness and understanding of the Library and its roles and activities in the community.
- B. To stimulate interest in, and facilitate use of, the Library.
- C. To encourage public participation in planning Library services and strategic initiatives.
- D. To build advocacy for the Library's needs and the activities of the Friends Foundation.
- E. To inform state, national, and international library communities about the activities of the Iowa City Public Library.
- F. To foster a culture of inclusion, collaboration, and mutual respect that welcomes the vibrant differences and variety of backgrounds, perspectives, interests, and talents represented by the residents served and Library staff members.

## 701.3

The Library will utilize a variety of media and methodologies to share its message.

## 701.4

Response to inquiries from the media will be timely.

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